



Paris , June 15th 2020

Dear mister Jean-Charles Naouri,

We are contacting you on behalf of the humans and biodiversity that currently suffer a collapse especially in the first and second most biodiverse countries of the world: Brazil and Colombia.

Those countries are facing the world highest rate of deforestation notably during the last 3 years. The beef sector is the major deforestation vector in those regions. Knowing that the major outlet of the beef is the meat sold in the stores, the Casino group, which is in 2019 the first retailer of those two countries, carries a huge level of responsibility.

Today, after **one year of investigation** that we have carried on with our local partners in Brazil (Reporter Brasil and Chain Reaction Research), we are rightly presenting to you the results. We find that at least **4 farms<sup>1</sup> involved in illegal deforestation** were supplying slaughterhouses that **supply the butcher stand of 2 Extra stores investigated in Cuiaba and 54 products sold in 10 stores from your group in Brazil**. Those farms are all located in the legal Amazon that shall be protected according to the TAC<sup>2</sup>. Some deforestation cases were in indirect farms that are not covered by your policy and others in farms directly connected to the meatpackers. Those direct farms should have been monitored as written in your *“Document d’Enregistrement Universel”*<sup>3</sup>. Some cases were in the Amazon biome and another in the Cerrado. One of the farms identified in your supply chain sold in the Casino group stores has also converted forest within the Arapytewa indigenous reserves boundaries where deforestation increased by 435% during the last year. In total with those farms, we find in your supply chain at least 4497 Ha of illegal embedded deforestation due to cattle raising.

Those results came after an investigation on 131 products and different interviews at the butcher stand of 2 Extra stores. We made the connection notably between the fresh meat you sold and JBS slaughterhouse in Araputanga and Diamantino.

In Colombia we identified that the traceability in the beef sector is even worse and that **your group does not include any activities in your vigilance plan regarding this country for the beef sector**.

In 2019, Chain Reaction Research already found connections between different products sold in Casino stores with 5 high-risk slaughterhouses. Mediapart also found a farm that deforested illegally in 2020 within the supply chain of JBS that were supplying Casino group.

Our Non-Governmental Organization Envol Vert has already been in contact with your teams in Colombia and in France in 2019 to ask for a more robust policy to cut the link between deforestation and your supply chain. With such results from different sources for just a small sample investigated in your supply chain, we have evidence that Casino cannot make sure that direct farms linked with deforestation are not supplying their stores. This reality seems to be in contradiction with the commitments made by Casino in its vigilance plan, which should be effectively implemented.

Additionally, the fact that Casino’s vigilance plan does not address the issue of indirect farms, which account for 59% of the deforestation in Brazil, is an important weakness. Last but not least, Colombia is not included.

Based on those investigation results, and as we did not see any changes in your last vigilance plan updates, we are planning to launch a public report in the following weeks. We allow you the opportunity for a right of reply until June 26<sup>th</sup>.

<sup>1</sup> Fazenda Bianchini (Mato Grosso), Amazonie ; Fazenda Ellus (Mato Grosso), Amazonie ; Fazenda Lua Clara, Campos de Julio (MT), Cerrado ; Fazenda JR, Pará, Amazonie. <https://reporterbrasil.org.br/2020/06/desmatamento-no-cerrado-controle-feito-por-frigorificos-e-pior-do-que-na-amazonia/>

<https://reporterbrasil.org.br/2020/06/boi-pirata-criado-em-terra-indigena-e-a-conexao-com-frigorificos-marfrig-frigol-mercurio/?fbclid=IwAR1QBvzuqxigvRZPqePR8IKPTO2aimA8dTMyywYpzSHWNxQNS3iSfpOj8Esc>  
<https://reporterbrasil.org.br/2020/06/amazonia-como-criadores-de-gado-driblam-acordo-com-mpf-e-incentivam-desmatamento/>

<sup>2</sup> Signed settlement agreements (Conduct Adjustment Terms – TAC) with the Federal Public Prosecution Service (MPF) and a public commitment with Greenpeace. The TAC is a legal commitment that, if not followed, authorizes the MPF to carry out sanctions.

<sup>3</sup> [https://www.groupe-casino.fr/wp-content/uploads/2020/04/CASINO\\_URD\\_2019\\_VF\\_2904.pdf](https://www.groupe-casino.fr/wp-content/uploads/2020/04/CASINO_URD_2019_VF_2904.pdf)



**La forêt nous rend service, rendons-le lui !**

Envol Vert formally requests that Casino implements a robust, massive, immediate, and public change in its deforestation policy, particularly regarding the main vector of deforestation in Brazil and Colombia: the beef sector.

In 2020, with the technologies in place, there is no more excuse to sell and distribute any products related to deforestation and even less when the impact is so important. Casino stores in South America represents in 2019 for the first time a bigger turnover than France retails with a growth of 9,2%. Casino claims in France to be the leader of organic food, and the first retailer to launch a 100% vegan stores in Paris, but fails in implementing a basic sustainability system in South America.

Casino in South America is subject to the duty of vigilance requirement as well as in France and shall therefore take adequate measures to identify and prevent human rights and environmental violations caused by the activities of its subsidiaries and suppliers. In this case both social and environmental issues are at stake.

Casino shall urgently use any available solution in order to make a robust, massive, immediate and public change in its policies and actions to cut the link between all the cattle products sold in its stores and deforestation.

To implement such policy Casino shall, *at minima*, follow the Accountability Framework Initiative (Afi) recommendations for the private sector and implement the following changes that will be more detailed in the report:

- Launch a public NDPE (Non deforestation, Non-Peat, Non-Exploitation) policy to reach Zero deforestation in its supply chain before 2022. This policy shall be applied to all the beef products sold in Casino Group stores (fresh meat, own brands, national brands, transformed products). The entire policy shall be detailed in the vigilance plan and include Colombia and the Cerrado biome. The entire beef supply chain (indirect farms) shall be included too. The ecosystem conversion includes all the natural ecosystems and is defined by a cut-off date for all the biomes
- Source only from meatpackers and slaughterhouses that implement monitoring tools verified by trusted third parties that include indirect farms for 100% of their sourcing, share their meat origins, audits, and methodology publicly
- Implement additional monitoring for the riskiest slaughterhouses financed by Casino to double check the audits realized by the meatpackers. Those audits should be focus on the results and not the process
- Launch a specific dashboard on beef that includes a public grievance procedure that applies on meatpackers, direct and indirect farms. The grievance procedure includes the possibility to stop business relation if the policy is not applied by the supplier and a remediation procedure.
- Launch before the end of 2020 at least 2 new field projects in collaboration with local organizations in Brazil and Colombia to protect forest through the deforestation alternatives such as silvopastoralism, agroecology development, forest conservation or indigenous reserve support. The level of the projects shall be at the level of the stakes.
- Support with dedicated staff and allocated funds the implementation of a robust traceability system for the beef in Colombia
- Officially support the transparency and availability of all the tools on beef transportation from the first farms till the ends-products in Brazil in all the Brazilian territory
- Implement a civil society committee that will be informed regularly of the progress until 2022 and will give recommendation on the process

Those are the most important points that the policy and action plan of casino shall include.

We hope that you will consider this topic in regard to the critical situation of deforestation notably in the Amazon and wait for your feedback before June 26th.

Best regards,

Olivier Guichardon - Président

Olivier Guichardon